World Wide Web Advanced

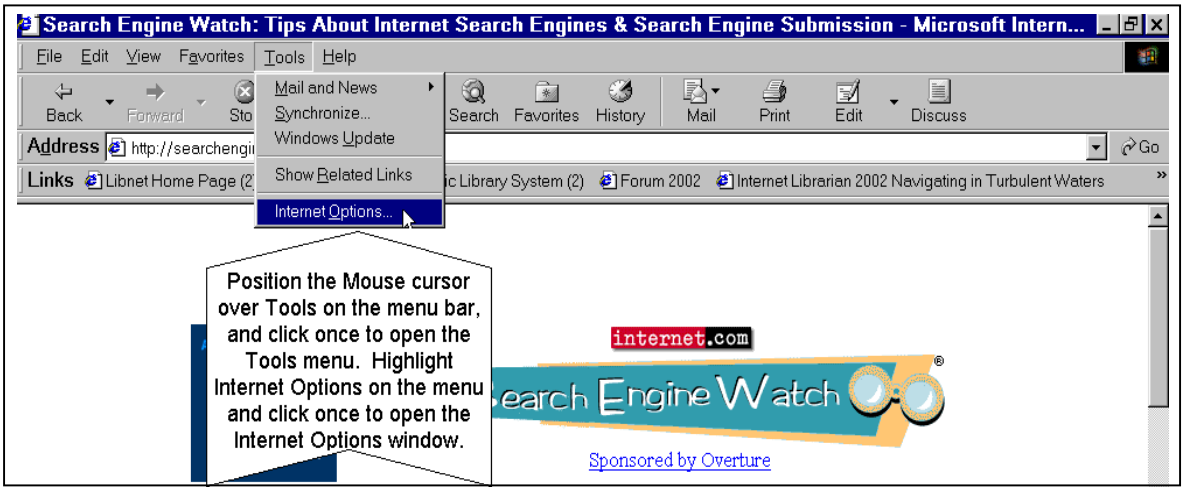
- Objectives:
  - Create folders for organizing your favorite Websites
  - Work with Internet Options (from handout)
  - Be able to perform a complex search query using Boolean operators, nested expressions, and field limiting
  - Be able to save a web graphic to the desktop

Suggested reading:

Title: Essential Internet Guide by Brian Cooper, A. Milner, & T. Worsley
Publishing info: 2000, Dorling Kindersley Limited, London
Call No: 394.3 Essenti

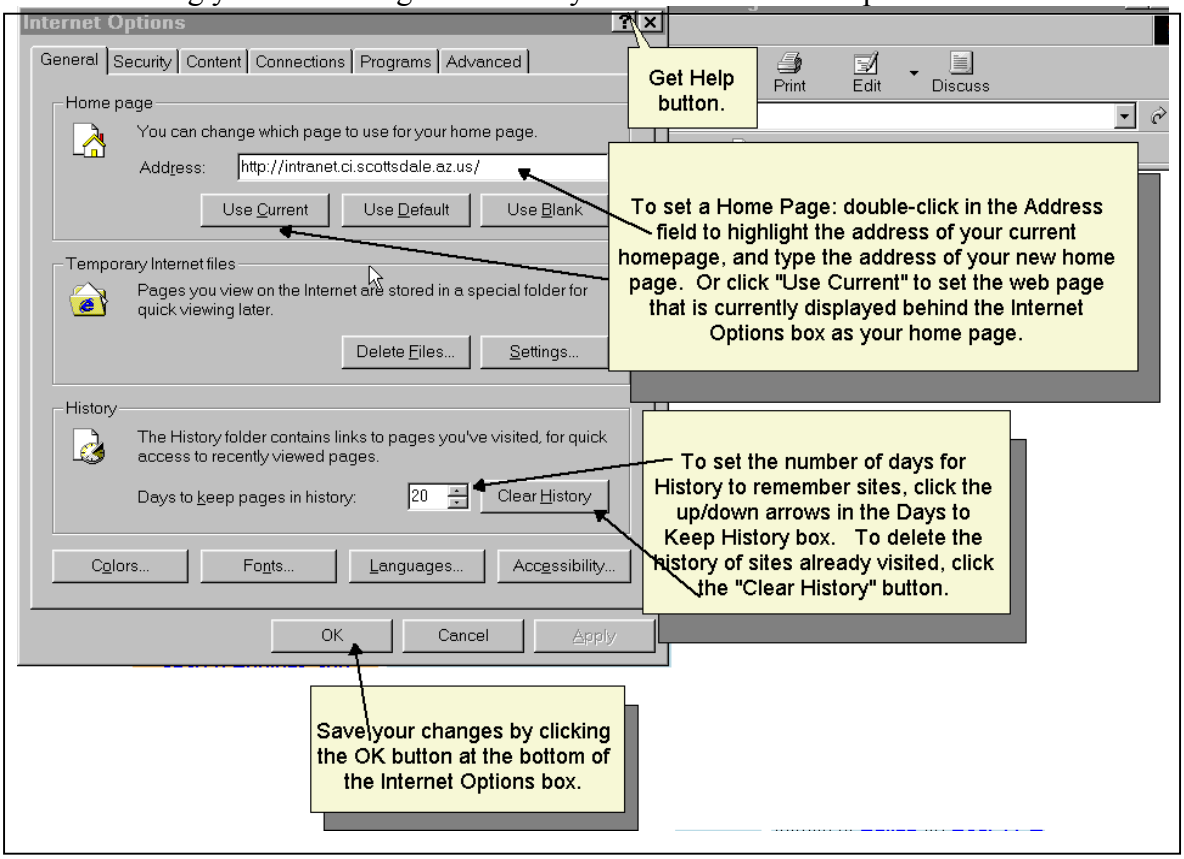
The Internet Options Window

Opening Internet Options Window from the Menu bar:



The Internet Options/Properties Window

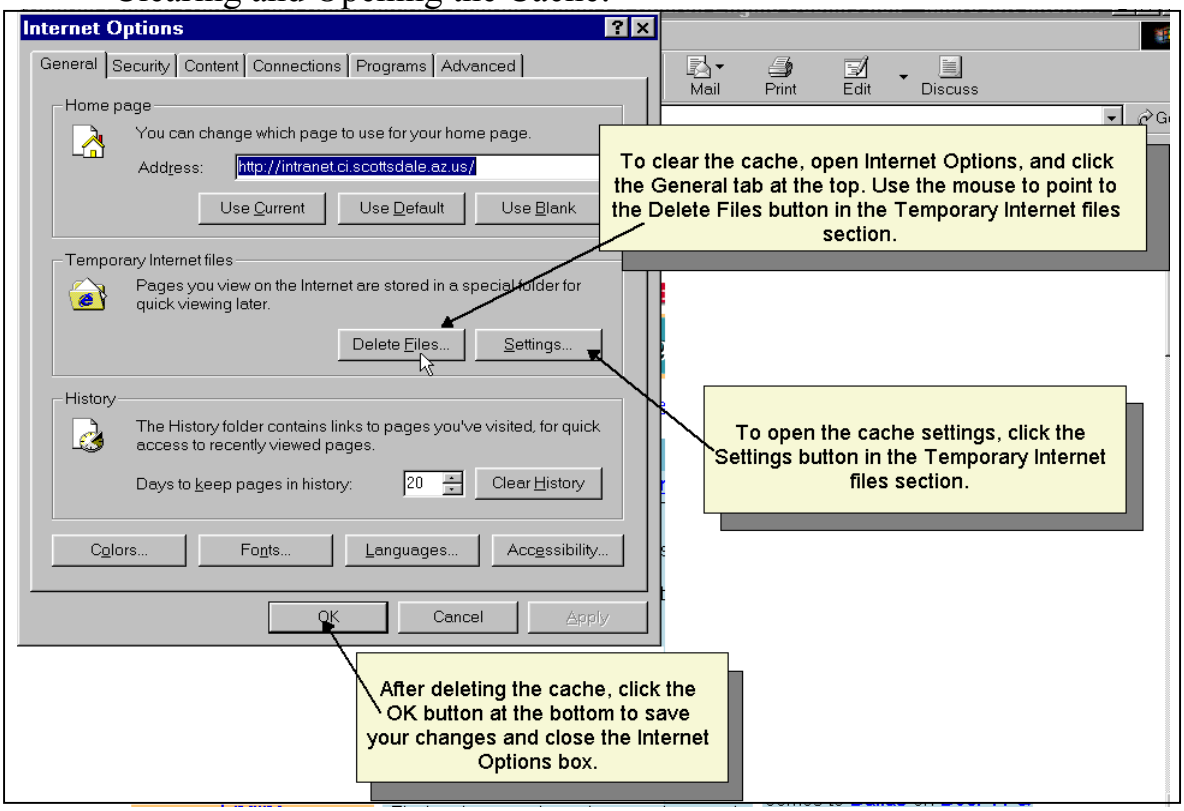
Setting your Home Page and History of web sites visited options.



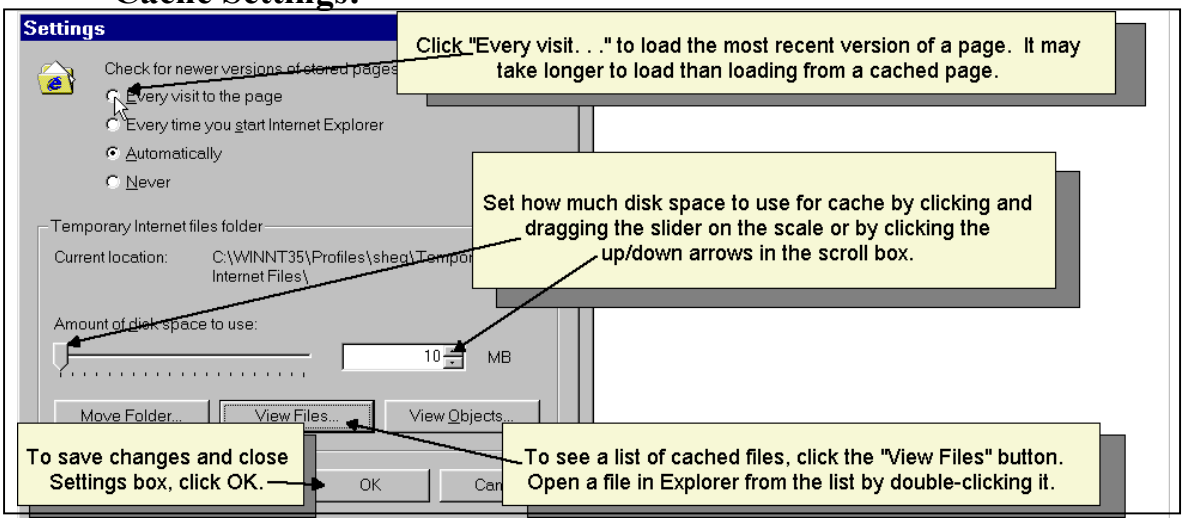
Managing the Cache (Temporary Internet Files)

When you visit web sites, Internet Explorer stores information (image, text, multimedia files) on your hard disk. This helps save time when you revisit a web page by reloading the page from this temporary Internet files cache. Clear the cache to save hard disk space, open a page from the cache, or tell the browser how often to compare a cached page to a current one on the web.

Clearing and Opening the Cache:



Cache Settings:



The Principles of Smart Searching:

1. Know Where To Look First

Are you looking for information about a person? A company? A software product? A health-related problem? Do you want to find a job? Get a date? Plan a vacation? Do you need to research a term paper? Document a news story? Size up your company's competition?

There are various databases containing specific information that might be more useful to you than a general search engine.

2. Fine-tune your keywords

If you're searching on a noun (the name of a person, place or thing), remember that most nouns are subsets of other nouns. Enter the smallest possible subset that describes what you want. Be specific. Try to meet the search engine halfway by refining your search *before* you begin.

> Example: If you want to buy a car, don't enter the keyword "car" if you can enter the keyword "Toyota." Better still, enter the phrase "Toyota Dealerships" AND the name of the city where you live.

3. Be Refined

Read the help files and take advantage of the available search refining options. Use phrases, if possible. Use the Boolean AND (or the character +) to include other keywords that you would expect to find in relevant documents.

Also learn to EXCLUDE with the Boolean NOT. Excluding is particularly important as the Web grows and more documents are posted. Run your initial query over again several times, each time adding further refinements to narrow down your list of relevant hits.

> **Example:** If you want to find out how medical details about your grandmother's diagnosis of Alzheimer's Disease, try entering "Alzheimer's" AND "symptoms" AND "prognosis." If you want to find out about Alzheimer's care and community resources, query on "Alzheimer's" AND "support groups" AND "resources" AND NOT "symptoms."

4. Query by example

Take advantage of the option that many search engine sites are now offering: you can "query by example," or "find similar sites," to the ones that come up on your initial hit list. Essentially what you're doing is telling the search engine, "yes, this looks promising, give me more like this one."

5. Anticipate the answers

Before searching, try to imagine what the ideal page you would like to access would look like. Think about the words its title would contain. Think about what words would be in the first couple of sentences of a webpage that you would consider useful. Use those words, or that phrase, when you enter your query.

[From http://www.monash.com/spidap5.html]

Suppose you want information about the prescription medication you've been ordered by your doctor to take. You want to know any possible side effects, what medications it interacts with, whether there are any warnings about taking the drug. If you enter a simple query on the brand name of a popular drug, you will get back a long list of results, including advertisements, FDA approval information, discussion group posts that mention the drug, articles and book reviews of books whose titles mention the drug, etc. You'll probably have to wade through a lot of documents before you find exactly the information you are seeking.

But if you envision the document you want before typing in your query, that document would probably say something like this (for example): "The side effects of Prozac include. . . drug interactions include. . . warnings include. . ." If you use a Boolean query like this: "Prozac AND warnings and side effects" you will get much better results than if you simply enter the word "Prozac." In other words, you'll get better answers (query results) if you ask better questions (queries).

Evaluating Internet Resources

Purpose

Audience

- Consider the intended audience of the page, based on its content, tone and style
- Does this mesh with your needs?

Consider the Source

- Web search engines often amass vast results, from memos to scholarly documents
- Many of the resulting items will be peripheral or useless for your research

Source

- Author/producer is identifiable
- Author/producer has expertise on the subject as indicated on a credentials page. You may need to trace back in the URL (Internet address) to view a page in a higher directory with background information
- Sponsor/location of the site is appropriate to the material as shown in the URL

Examples:

  - .edu for educational or research material
  - .gov for government resources
  - .com for commercial products or commercially-sponsored sites

- ~NAME in URL may mean a personal home page with no official sanction
- Mail-to link is offered for submission of questions or comments
- To see who registered a web site: http://www.networksolutions.com/whois/index.jhtml

Content

Accuracy

- Don't take the information presented at face value
- Web sites are rarely refereed or reviewed, as are scholarly journals and books
- Look for
  - point of view
  - evidence of bias
- Source of the information should be clearly stated, whether original or borrowed from elsewhere

Comprehensiveness

- Depth of information: determine if content covers a specific time period or aspect of the topic, or strives to be comprehensive
- Use additional print and electronic sources to complement the information provided

Currency

- Look to see if
  - Site has been updated recently, as reflected in the date on the page
  - Material contained on the page is current

Links

- Links are relevant and appropriate
- Don't assume that the linked sites are the best available. Be sure to investigate additional sites on the topic

Style and Functionality

- Site is laid out clearly and logically with well organized subsections
- Writing style is appropriate for the intended audience
- Site is easy to navigate, including
  - Clearly labeled *Back, Home, Go To Top* icons/links
  - Internal indexing links on lengthy pages
- Links to remote sites all work
- Search capability is offered if the site is extensive

[From http://library.albany.edu/internet/evaluate.html]

Google Help : Cheat Sheet

OPERATOR EXAMPLE	FINDS PAGES CONTAINING...
vacation hawaii	the words **vacation** and **Hawaii** .
*Maui **OR** Hawaii*	either the word **Maui** or the word **Hawaii**
"**To each his own**"	the exact phrase **to each his own**
*virus **–**computer*	the word **virus** but NOT the word **computer**
*Star Wars Episode **+**I*	This movie title, including the roman numeral I
***~**auto loan*	loan info for both the word **auto** and its synonyms: **truck**, **car**, etc.
***define:**computer*	definitions of the word **computer** from around the Web.
*red ** blue*	the words **red** and **blue** separated by exactly one word.
I'm Feeling Lucky	Takes you directly to first web page returned for your query.

CALCULATOR OPERATORS	MEANING	TYPE INTO SEARCH BOX
+	addition	**45 + 39**
-	subtraction	**45 – 39**
*****	multiplication	**45 * 39**
/	division	**45 / 39**
% of	percentage of	**45% of 39**
^	raise to a power	**2^5** (2 to the 5th power)

ADVANCED OPERATORS	MEANING	WHAT TO TYPE INTO SEARCH BOX (& DESCRIPTION OF RESULTS)
site:	Search only one website	**admission site:www.stanford.edu** (Search Stanford Univ. site for admissions info.)
[#]**...**[#]	Search within a range of numbers	**DVD player $100...150** (Search for DVD players between $100 and $150)
date:	Search only a range of months	**Olympics date: 3** (Search for Olympics references within past 3 months; 6 and 12-month date-restrict options also available)
safesearch:	Exclude adult-content	**safesearch: sex education** (Search for sex education material without returning adult sites)
link:	linked pages	**link:www.stanford.edu** (Find pages that link to the Stanford University website.)
info:	Info about a page	**info:www.stanford.edu** (Find information about the Stanford University website.)
related:	Related pages	**related:www.stanford.edu** (Find websites related to the Stanford University website.)

GOOGLE SERVICES	URL	DESCRIPTION
Google Images	images.google.com	Find images related to your search term.
Google News	news.google.com	Read the most up-to-date news stories about your search term.
Froogle	www.froogle.com	Find sites selling the exact product you're looking for.
Google Groups	groups.google.com	Usenet discussion group archive dating back to 1981.
Google Catalogs	catalogs.google.com	Search hundreds of online catalogs.
Google Labs	labs.google.com	Test-drive potential future Google products and services.
Blogger	www.blogger.com	Start your own online journal (or 'blog') with this free self-publishing service.

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